



AdWest COOP TRACKER USER GUIDE

-Eligible Participants/Retailers



Campaign ID: 194

Campaign Name: June Wheat

Signup URL: <http://www.imapper.ca/coop-tracker/app/signup/194>

Campaign Code: 5BC29E53



TIP: Keep the Campaign Code handy. You will need it to sign into the campaign.

+ THIS IS WHERE IT STARTS.

You will be introduced to the co-op advertising opportunity by clicking on the link provided to you by the Program Administrator.

Co-opTracker will walk you through the process of setting up a campaign in relevant community newspapers.

STEP 1... get some basic info



CoopTracker

STEP 1: Company Details.

Welcome to CoopTracker, an online application developed by AdWest Marketing and retailers in local print media.

Your company is eligible for participation in the following

Owner: **ACME Chemicals**

Name: **June Wheat**

Description: **Provide a campaign description here. Provide a campaign description**

Eligibility Dates: **2013/06/16 - 2013/08/21**

As an eligible dealer, you can create a campaign by selecting relevant advertising spots to be used. Based on your selection, we will provide you with a quote for your review. When you are satisfied with the details of your campaign you can SUBMIT it to the program Administrator.

AdWest Marketing will follow up with a booking confirmation upon approval.

STEP 1. Fill in your company details and click the Next button.

Your contact name:

Paul Alan

Your contact email:

hdalkie@gmail.com

Your company name:

Brandon Chemical Supplies

Your company address:

991 Middleton Ave

Your company city:

Brandon

Your company province:

MB

Your company postal code:

R7C 1A7

*- required

This is information from the person that setup the campaign.

TIP: The information contained in the Postal Code field will be used to determine where you are located.

This is information that you need to fill in. Select the NEXT button when you are done

NEXT

This Tool has been provided by Trimap Communications Inc.

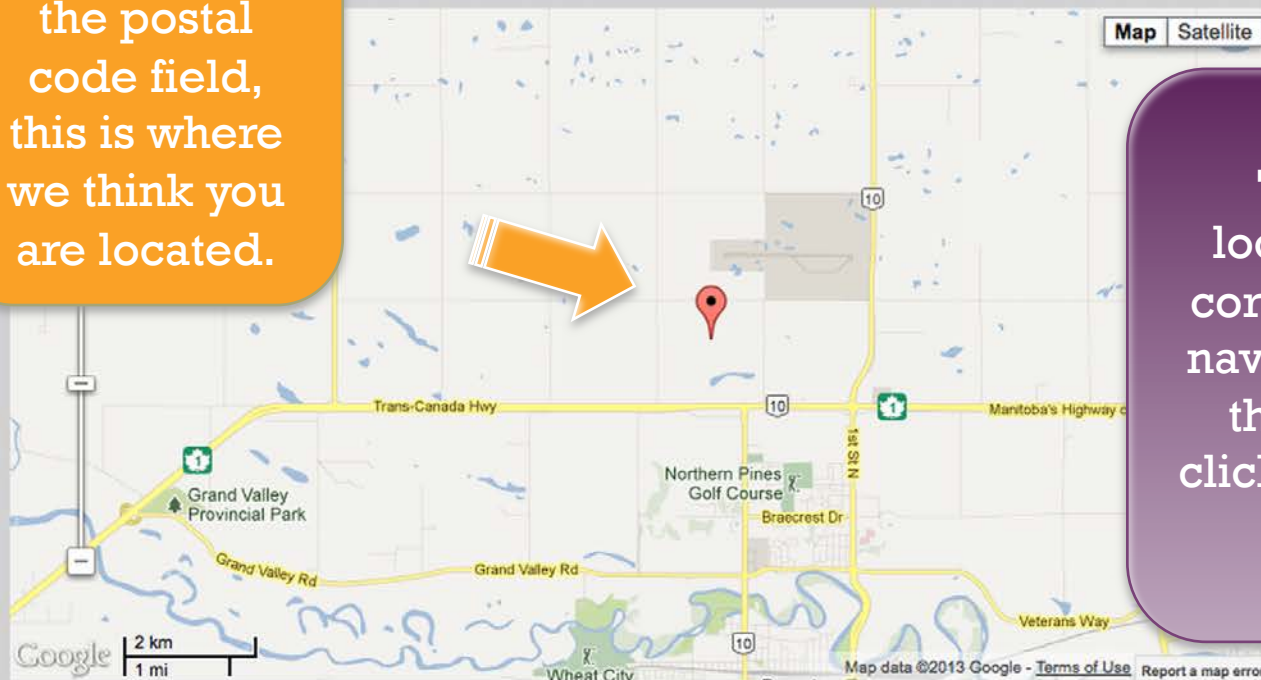
STEP 2... locate and authorize



CoopTracker

Based on the information you entered in the postal code field, this is where we think you are located.

In the previous screen CoopTracker has geo-coded your location on the map below. If it has accurately captured your location, simply enter the information from the program Administrator and click the NEXT button. If CoopTracker doesn't have your store properly located, click a better location on the map. CoopTracker will use this location to link your store to eligible newspapers circulating in your area.



TIP: If the location is not correct, you can navigate around the map and click on the right location.

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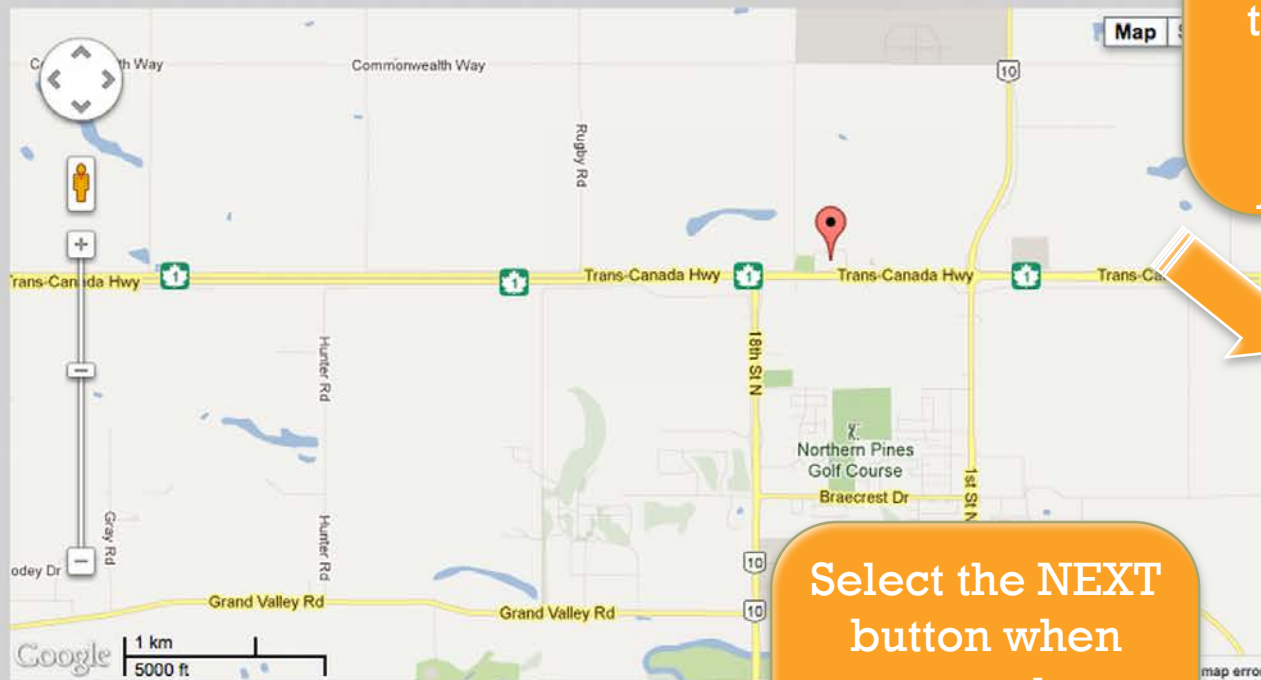
STEP 2... locate and authorize



CoopTracker

STEP 2: Geo-Targeting.

Based on the information you provided in the previous screen CoopTracker has geo-coded your location on the map below. If it has acc Campaign Code included in the email from the program Administrator and click the NEXT button. If CoopTracker doesn't have your stor map, enter the Campaign Code and NEXT. CoopTracker will use this location to link your store to eligible newspapers circulating in your a



PREVIOUS

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Once you have confirmed your location, you will now need to enter the Campaign Code that was sent to you by the Program Administrator.

Select the NEXT button when you are done and proceed to the Ad Material.

Campaign Code:

5BC29E53

NEXT

STEP 3... check out and revise the details



CoopTracker

STEP 3. Review Ad Material & Dealer Tag.

Here is the pre-approved Ad Material that has been supplied. If you are not interested in the campaign that has been approved, click NEXT. If you are interested in the campaign, click NEXT.

Material size

7 inches by 4 inches



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This is the ad material and size that was developed for this campaign.



When you are done with setting up this campaign, confirm the Dealer Tag information shown and click NEXT to exit CoopTracker now.

Confirm Dealer Tag Information:

Brandon Chemical Supplies
991 Middleton Ave, UNIT 2
Brandon, MB



Here is the Dealer Tag information that will appear in the ad.

Select the NEXT button when you are done and proceed to Newspaper Selection.



NEXT

This Tool has been provided by...

STEP 4... get costs and select papers



CoopTracker

STEP 4: Newspapers

Based on your geographic location, CoopTracker lists the applicable newspapers in your immediate area. You can expand your coverage area by selecting individual coverage areas in the Campaign in Box 2. V

1. Ad Material and

Dealer Tag:

Brandon
991 Main Street
Brandon, MB

Co-opTracker automatically lists the publications that circulate in your immediate area. Use the Selection Criteria to view more or fewer options.

2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/06/16
Colour options: ☒ bw ☐ color
Your Cost: \$0.00
Company Cost: \$0.00

3. Newspaper selection criteria

- ☐ circulating directly to your location
- ☒ circulating within 10km of your location
- ☐ circulating within 20km of your location

4. Newspaper details and selection criteria

Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage
Minnedosa Tribune	6C tabloid	Friday	2772	\$188.16	\$67.88	Do not run	
Neepawa Banner	6C tabloid	Friday	7957	\$295.68	\$37.16	Do not run	
Rivers Banner / Gazette Reporter	6C tabloid	Friday	1782	\$221.76	\$124.44	Do not run	
Brandon Westman Journal	6C tabloid	Wednesday	22621	\$322.56	\$14.26	Do not run	

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NEXT

TIP: Ad costs are not calculated until you have selected a week for the ad to appear. You can select as many or few publications as you like

STEP 4... get costs and select papers



STEP 4: Newspaper Selection.

Based on your geographic location we have linked your store to newspapers circulating around you. You can expand your coverage area by changing the target geography in Box 3. Applicable newspapers will appear in Box 4. Use the pull down menu in the Run Week column for each newspaper to pick a date for the ad to appear in that publication. You can view individual coverage areas for each newspaper by clicking the Area Coverage icon for the newspaper. With each run date added, CoopTracker will keep a running total of the cost of the Campaign in Box 2. When you are satisfied with the run dates for each publication, click the NEXT button to review the campaign.

1. Ad Material and customized Dealer Tag



Supplies
, UNIT 2

2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/08/21
Colour options: ☒ bw ☐ colour
Your Cost: \$0.00
Company Cost: \$0.00

3. Newspaper selection criteria

- ☒ circulating directly to your location
- ☐ circulating within 10km of your location
- ☐ circulating within 20km of your location

4. Newspaper details and selection of run week

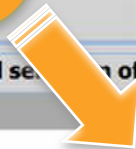
Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage

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NEXT

This Tool has been provided by Trimap Communications Inc.

Why are there
no newspapers
appearing in
the list?



STEP 4... get costs and select papers



CoopTracker

STEP 4: Newspaper

Based on your geogr
Applicable newspape
individual coverage a
Campaign in Box 2. V

papers circulating around you. You can expand your coverage are
the Run Week column for each newspaper to pick a date for the
age icon for the newspaper. With each run date added, CoopTrac
publication, click the NEXT button to review the campaign.

In this example,
your location
does not fall
directly within
the circulation
area of any
newspaper.

TIP: Change the
selection criteria
to automatically
update the list of
available
newspapers.

1. Ad Material a

2. Ad details and costs

Ad Material size: 7 inches by 4
Available Run Date: 2013/06/16 to
Colour options: ☒ bw ☐ co
Your Cost: \$0.00
Company Cost: \$0.00

3. Newspaper selection criteria

- ☒ circulating directly to your location
- ☐ circulating within 10km of your location
- ☐ circulating within 20km of your location

4. Newspaper details and selection of run week

Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage

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NEXT

This Tool has been provided by Trimap Communications Inc.

STEP 4... get costs and select papers



STEP 4: Newspaper Selection.

Based on your geographic location we have linked your store to new newspapers. Applicable newspapers will appear in Box 4. Use the pull down menu to select individual coverage areas for each newspaper by clicking the Area Coverage Campaign in Box 2. When you are satisfied with the run dates for each

your coverage area by changing the target geography in Box 3. Click a date for the ad to appear in that publication. You can view the total cost of the ad campaign. When you are satisfied with the run dates for each campaign.

1. Ad Material and customized Dealer Tag



Dealer Tag: Brandon Chemical Supplies
991 Middleton Ave, UNIT 2
Brandon, MB

4. Newspaper details and selection of run week

Newspaper Publication	Format	Day	Copies	Cost	Cost per thousand	Run Week	Area coverage
Minnedosa Tribune	6C tabloid	Friday	2772	\$188.16	\$67.88	2013/07/26	
Neepawa Banner	6C tabloid	Friday	7957	\$295.68	\$37.16	2013/08/02	
Rivers Banner / Gazette Reporter	6C tabloid	Friday	1782	\$221.76	\$124.44	2013/08/09	
Brandon Westman Journal	6C tabloid	Wednesday	22621	\$322.56	\$14.26	Do not run	

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Select the run weeks you want for each paper. For papers you do not want leave them as "Do not run". CoopTracker allows one inserton date per title per session.

STEP 4... get costs and select papers



STEP 4: New

Based on your
Applicable ne
individual cov
Campaign in

1. Ad Mat

Dealer Tag:

Brandon, MB

Interested in
comparing the
cost of a Process
Colour Cost to a
Black and White
one? Select the
'colour' radio
button.



2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/08/21
Colour options: ☒ bw ☐ colour
Your Cost: \$514.08
Company Cost: \$514.08

3. Newspaper selection criteria

- ☐ circulating directly to your location
☒ circulating within 10km of your location
☐ circulating within 20km of your location

4. Newspaper details and selection of run week

Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage
Minnedosa Tribune	6C tabloid	Friday	2772	\$188.16	\$67.88	2013/07/26	
Neepawa Banner	6C tabloid	Friday	7957	\$295.68	\$37.16	2013/08/02	
Rivers Banner / Gazette Reporter	6C tabloid	Friday	1782	\$221.76	\$124.44	2013/08/09	
Brandon Westman Journal	6C tabloid	Wednesday	22621	\$322.56	\$14.26	2013/07/24	

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STEP 4... get costs and select papers



STEP 4: Newspaper

Based on your geo...
Applicable newspa...
individual coverage...
Campaign in Box 2.

papers circulating around you. You can expand your coverage area by changing the target geography in Box 3.
the Run Week column for each newspaper to pick a date for the ad to appear in that publication. You can view
coverage icon for the newspaper. With each run date added, CoopTracker will keep a running total of the cost of the
publication, click the NEXT button to review the campaign.

1. Ad Material

Costs will be
automatically
updated.



2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/08/21
Colour options: ☐ bw ☒ colour
Your Cost: \$1,102.08
Company Cost: \$1,102.08

3. Newspaper selection criteria

- ☐ circulating directly to your location
☒ circulating within 10km of your location
☐ circulating within 20km of your location

Dealer Tag:

Br...
991 Minnedosa
Brandon, MB

4. Newspaper details and selection of run week

Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage
Minnedosa Tribune	6C tabloid	Friday	2772	\$482.16	\$173.94	2013/07/26	
Neepawa Banner	6C tabloid	Friday	7957	\$589.68	\$74.11	2013/08/02	
Rivers Banner / Gazette Reporter	6C tabloid	Friday	1782	\$515.76	\$289.43	2013/08/09	
Brandon Westman Journal	6C tabloid	Wednesday	22621	\$616.56	\$27.26	2013/07/24	

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This Tool has been provided by Trimap Communications Inc.

STEP 4... get costs and select papers



STEP 4: Newspaper Selection.

Based on your geographic location we have linked your store to newspapers circulating around you. You can expand your coverage area by changing the target geography in Box 3. Applicable newspapers will appear in Box 4. Use the pull down menu in the Run Week column for each newspaper to pick a date for the ad to appear in that publication. You can view individual coverage areas for each newspaper by clicking the Area Coverage icon for the newspaper. With each run date added, CoopTracker will keep a running total of the cost of the Campaign in Box 2. When you are satisfied with the run dates for each publication, click the NEXT button to review the campaign.

1. Ad Material and customized Dealer Tag



Dealer Tag: Brandon Chemical Supplies
991 Middleton Ave, UNIT 2
Brandon, MB

2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/08/21
Colour options: ☐ bw ☒ colour
Your Cost: \$844.20
Company Cost: \$844.20

3. Newspaper selection criteria

☐ circulating directly to your location
☐ within 10km of your location
☐ within 20km of your location

4. Newspaper details and selection of run week

Newspaper Publication	Format	Cost	Cost per thousand	Run week	Area coverage
Minnedosa Tribune	6C tabloid		\$173.94	2013/07/26	
Neepawa Banner	6C tabloid			2013/07/19	
Rivers Banner / Gazette Reporter	6C tabloid		\$289.43	Do not run	
Brandon Westman Journal	6C tabloid		\$27.26	2013/07/24	

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At any time you can add or remove a publication by changing the Run Week. Costs will automatically update

STEP 4... get costs and select papers



STEP 4: Newspaper Selection.

Based on your geographic location we have linked your store to newspapers circulating around you. You can expand your coverage area by clicking the Coverage Area icon for each newspaper. Applicable newspapers will appear in Box 4. Use the pull down menu in the Run Week column for each newspaper to pick a date for the ad. Individual coverage areas for each newspaper by clicking the Area Coverage icon for the newspaper. With each run date added, CoopTracker will add the run dates to the Campaign in Box 2. When you are satisfied with the run dates for each publication, click the NEXT button to review the campaign.

1. Ad Material and customized Dealer Tag



Dealer Tag: Brandon Chemical Supplies
991 Middleton Ave, UNIT 2
Brandon, MB

2. Ad details and costs

Ad Material size: 7 inches by 4 inches
Available Run Date: 2013/06/16 to 2013/07/24
Colour options: ☐ bw ☒ colour
Your Cost: \$844.20
Company Cost: \$844.20

3. Newspaper selection criteria

- ☐ circulating directly to your location
- ☒ circulating within 10km of your location
- ☐ circulating within 20km of your location

4. Newspaper details and selection of run week

Newspaper Publication	Format	Edition Day	Circulation	Total Ad Cost	Cost per thousand	Run week	Area coverage
Minnedosa Tribune	6C tabloid	Friday	2772	\$482.16	\$173.94	2013/07/26	
Neepawa Banner	6C tabloid	Friday	7957	\$589.68	\$74.11	2013/07/19	
Rivers Banner / Gazette Reporter	6C tabloid	Friday	1782	\$515.76	\$289.43	Do not run	
Brandon Westman Journal	6C tabloid	Wednesday	22621	\$616.56	\$27.26	2013/07/24	

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NEXT

Wondering where a newspaper delivers to? Click the Coverage Area icon to see its circulation area.



STEP 4... get costs and select papers



a MarketAnalyzer **mapdatasheet**



Rivers Banner Gazette Reporter

Research and support:

AdWest Marketing Inc. (info@adwestmarketing.ca)

Bookings and material:

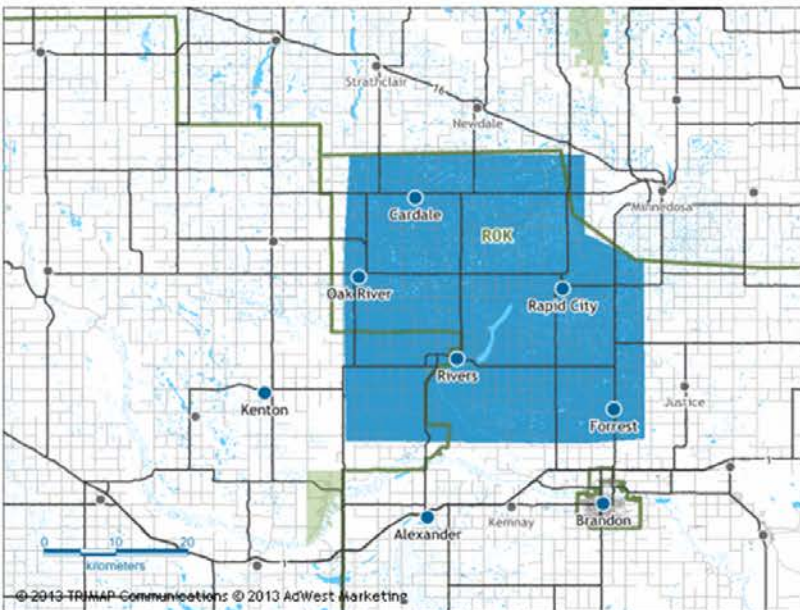
MB Community Newspapers Assoc. (tanis@mcna.com)

Group or publisher:

Ken Waddell

distribution footprint

audit details



circulation

audit date:	2012-08-07
audit basis:	CMCA-Free
paid circulation:	105
controlled circulation:	1,563
total circulation:	1,668

communities (Top 22)

Rivers	820
Rapid City	314
Oak River	137
Forrest	96
Brandon	74
Kenton	40
Cardale	39
Alexander	38

- Newspaper circulation area "footprint" containing communities where a minimum penetration level is achieved.
- Provincial/National Park or First Nations Reserve.
- Communities delivered to by this newspaper distribution.
- Canada Post forward sortation area (FSA) boundary.

A pop-up screen will appear that details the particulars of the newspapers circulation including:
Primary Coverage Area, Audit Data and Communities Circulated to with Quantities.

STEP 5... review and submit for approval!



STEP 5: Review Campaign And Submit For Approval

Please review the information below. If you are satisfied with the campaign you have created click the Submit button. Your campaign approval and placement.

If you are not satisfied with any part of the campaign click the Previous button to return to earlier screens so you can make necessary

If you do not wish to proceed with this campaign any further simply Quit the CoopTracker.

Company Name: ACME Chemicals
Campaign Description: June Wheat
Dealer Contact name: Paul Alan
Dealer Contact email: p_allan_dealer@acme.ca
Dealer Company Name: Brandon Chemical Supplies
Dealer address: 991 Middleton Ave
Dealer city: Brandon
Dealer province: MB
Dealer postal code: 991 Middleton Ave brandon mb
Add Material size: 7 inches by 4 inches
Ad Material colour: Colour

Summarize Ad Mater



Dealer Tag: Brandon Chemical Supplies
991 Middleton Ave, UNIT 2
Brandon, MB

Summarize Newspapers And Run Dates

Newspaper Publication	Edition Day	Ad Cost	Run week
Minnedosa Tribune	Friday	\$482.16	2013/07/26
Neepawa Banner	Friday	\$589.68	2013/07/19
Brandon Westman Journal	Wednesday	\$616.56	2013/07/24

PREVIOUS

SUBMIT

That's it! Review the campaign you've set up and press "SUBMIT." An email including the details will be sent to the Program Administrator. You will receive an email to confirm the booking within 24 hours.